

A Critical Analysis on Online Shopping Consumer Behavior Impacts on High Street Shops with Special Reference to Tamilnadu.

J.Dhanvika

*BA LLB(Hons), 3rd year
Saveetha school of law,*

*Saveetha Institute of Medical and Technical Sciences (SIMATS)
Chennai -77.*

Date of Submission: 15-06-2024

Date of Acceptance: 25-06-2024

ABSTRACT :

The rise of online shopping has transformed the retail landscape, posing significant challenges to high street shops. This study explores the impact of online shopping on high street shops in Tamil Nadu, examining the factors influencing consumer behavior and the negative impacts of online shopping on physical stores. A convenience sample of 200 respondents was surveyed, and the results indicate that online shopping has significantly affected high street sales, with price being the primary factor influencing consumer behavior. The study also reveals that online shopping has led to job losses, store closures, and a loss of social spaces. The findings suggest that urgent action is needed to support physical stores, and that government and retailers must work together to create awareness and develop strategies to address the impacts of online shopping. The study's limitations highlight the need for further research, but the findings provide valuable insights into the impact of online shopping on high street shops in Tamil Nadu. The study contributes to our understanding of the impact of online shopping on high street shops and highlights the need for urgent action to create a more sustainable and equitable retail landscape. The study also explores the impact of online shopping on local communities, highlighting the potential consequences of high street decline, including reduced footfall, job losses, and decreased community engagement. The conclusions offer valuable insights for retailers, policymakers, and scholars seeking to understand the evolving retail landscape and the future of high street shops in the digital era.

KEYWORDS : Shopping, Online, High-street, Social media and Impacts.

I. INTRODUCTION :

The advent of online shopping has precipitated a seismic shift in the retail landscape, with far-reaching consequences for high street shops. As consumers increasingly turn to digital channels for their purchasing needs, physical stores are grappling with declining footfall, sales, and profitability. The allure of convenience, competitive prices, and personalized experiences offered by e-commerce platforms has led to a significant alteration in consumer behavior, forcing high street shops to confront an existential crisis. This critical analysis seeks to delve into the complex dynamics of online shopping consumer behavior and its impacts on high street shops, scrutinizing the factors driving this shift, the implications for physical stores, and the strategies that can be employed to revitalize the high street retail experience in the face of digital disruption. By examining the intersections of consumer behavior, technology, and retail strategy, this analysis aims to contribute to a deeper understanding of the evolving retail landscape and the future of high street shops in the digital age. The rise of online shopping has led to a profound impact on high street shops, with many struggling to maintain their market share and profitability. The convenience and flexibility offered by e-commerce platforms have resulted in a significant shift in consumer behavior, with more people opting for the ease of online shopping over the traditional brick-and-mortar experience. This shift has been further accelerated by the COVID-19 pandemic, which has forced consumers to rely on digital channels for their shopping needs. As a result, high street shops have been faced with a

daunting task: adapt to the changing retail landscape or risk becoming obsolete. Many have attempted to navigate this new reality by investing in online platforms and omnichannel experiences, but the competition from e-commerce giants and the rising costs of maintaining physical stores have made it a challenging endeavor. The impact on local communities has also been significant, with the decline of high street shops leading to a loss of community hubs and a homogenization of the retail experience. This critical analysis aims to explore the complex factors driving this shift in consumer behavior and the implications for high street shops. By examining the intersections of technology, consumer behavior, and retail strategy, this analysis seeks to identify potential solutions for high street shops to remain relevant in the digital age. This analysis aims to contribute to the ongoing conversation about the future of retail and the role of high street shops in the digital landscape. The impact of online shopping on high street shops is not limited to sales and profitability. The shift to digital channels has also led to a change in the way consumers interact with physical stores. Many high street shops are now seen as mere showrooms, where consumers can browse and try out products before purchasing them online at a lower price. This phenomenon, known as "showrooming," has further exacerbated the challenges faced by high street shops. Moreover, the rise of online shopping has also led to a change in consumer behavior and expectations. Consumers now expect a seamless and integrated shopping experience across online and offline channels. They expect to be able to browse and purchase products online, and then return or exchange them in-store. They also expect a personalized shopping experience, with tailored recommendations and offers. High street shops that fail to meet these expectations risk losing customers to online retailers that can offer a more convenient and personalized experience. The decline of high street shops also has broader implications for the community. High streets are often the heart of a community, providing a space for social interaction, community events, and local economic activity. The loss of high street shops can lead to a decline in footfall, reduced investment in the area, and a loss of community identity. Therefore, it is essential to explore the impact of online shopping on high street shops and to identify strategies that can help them remain relevant and sustainable in the digital age.

OBJECTIVES :

1. To know whether online shopping affected the high street shops in the past year.

2. To know the factors influencing consumer's decision to shop online.
3. To find the major negative impacts of online shopping towards high street shops.

II. LITERATURE REVIEW :

Anupam Nanda(14 May 2021) This paper aims to explore the impact of the COVID-19 pandemic on retail real estate and high street landscape through acceleration of e-commerce and digitalization. The retail business has been evolving over the past several decades, accentuated by the evolution and development of digital technologies. Almost all parts of the world have witnessed the changes in consumer behavior, the nature of retail, and reshaping of the high street landscape due to the e-commerce revolution and continued expansion.

Neil F. Doherty(12 October 2010) The primary aim of this paper is to critically review the literature that explicitly addresses the adoption, application and impact of internet technologies, by retailers, for the promotion and sale of merchandise. In particular, this paper seeks to present a holistic and critical review of the early predictions, with regard to the uptake and impact of internet retailing.

Jesse W. J. Weltevreden(16 May 2013) In this paper, we empirically investigate how store-based retailers in different urban settings responded to the emergence of the Internet as a channel for commerce, using the example of Dutch city centers. In particular, we examine the extent to which the adoption of an information-only and online sales strategy is influenced by the size of the city and the attractiveness of its central shopping location.

Audrey Laing(20 April 2013) Based upon empirical research, and using a range of methods, this paper examines the behaviour and experiences of consumers in online bookselling settings and offers comparison between online and offline bookselling. The research finds that while the convenience of online bookshops is important, the key factors enticing consumers online are a combination of breadth of range, ease of access to obscure titles, as well as 'personalized' recommendations and customer reviews.

Xiaoyu Xu(17 July 2017) The empirical results show that participation, interaction and pleasure together define OSC consumer behavior; informational incentives and social influence are two crucial preconditions for OSC consumer behavior. The results provide good support for the proposed research model and hypotheses and yield interesting insights about the important roles of informational incentives and social influence collectively facilitating OSC consumer behavior

during the Singles' Day period in China. **Phil Hubbard(02 February 2017)** There is a well-worn cliché suggesting Britain is a nation of shopkeepers. If this is the case, then the vitality and viability of the High Street surely provide a litmus test of the health of the nation. Standing at the metaphorical heart, but also the accessible center, of our towns and cities, the High Street has long been idealized as the focus of community life, a lively shopping street that makes urban life at worst, bearable and, at best, immensely pleasurable. **Marios Koufaris(23 December 2014)** This exploratory study examines the impact of consumer experience and attitudes on intention to return and unplanned purchases on-line. It also examines how certain consumer and Web site factors influence the on-line consumer experience. The study finds that perceived control and shopping enjoyment can increase the intention of new Web customers to return, but seemingly do not influence repeat customers to return. **Paul M. Torrens(09 May 2022)** In this review paper, we aim to make the case that a concept from retail analytics and marketing the customer journey can provide promising new frameworks and support for agent-based modeling, with a broad range of potential applications to high-resolution and high-fidelity simulation of dynamic phenomena on urban high streets. **Jill Nash(08 November 2018)** The purpose of this paper is to explore the levels social media (SM) platforms are influencing consumer decision-making process for Generation X and Y consumers in the retail fashion environment. This study adopts an interpretive, exploratory approach, applying a qualitative design. The research involved eight in-depth interviews and two focus groups in order to gain in-depth insights of two generational cohorts' opinions, arguments, motivations and ideas. **Lu Shen(10 February 2020)** This study investigates the impacts of online shopping convenience and physical retail proximity on residential property price in Shenzhen by conducting hedonic price models. The analysis results indicate that home buyers are willing to pay more for better online shopping convenience. **Rebecca Jen-Hui Wang(08 February 2016)** Mobile shopping (M-shopping) has become increasingly important in marketing and retailing. Using a unique dataset from an Internet-based grocery retailer, we evaluate changes in customers' spending behavior upon adopting M-shopping, i.e., using smartphones or tablets to compose, modify, or place orders online. We find that the order rate, i.e., number of orders placed per year increases as customers adopt M-shopping. **Terry L. Childers(08 January 2002)** In

this article an attitudinal model is developed and empirically tested integrating constructs from technology acceptance research and constructs derived from models of web behavior. Results of two studies from two distinct categories of the interactive shopping environment support the differential importance of immersive, hedonic aspects of the new media as well as the more traditional utilitarian motivations. **Sendy Farag(15 May 2006)** The aim of this study is to describe how the frequencies of online searching, online buying, and non-daily shopping trips relate to each other, and how they are influenced by such factors as attitudes, behavior, and land use features. Questionnaire data were collected from 826 respondents residing in four municipalities in the center of the Netherlands. **Nikolaos Pappas(05 December 2015)** This research focuses on holidaymakers' perspectives using Internet bookings for their holidays. The findings reveal the associations between Internet perceived risks and the relatively equal influence of product and e-channel risks in consumers' trust, and that online purchasing intentions are equally influenced by product and e-channel consumer trust. **Jörg Becker(20 July 2018)** The rise of e-commerce and lately m-commerce, and the ongoing digitization have a significant impact on traditional high street retailers, who often are not able to match the prices, variety of products, and services provided online. To prevent the looming decline of high streets, retailers need to catch up and start to engage the new digital customer. **Gwo- Guang Lee(01 February 2005)** This paper develops a research model to examine the relationship among e- service quality dimensions and overall service quality, customer satisfaction and purchase intentions. Data from a survey of 297 online consumers were used to test the research model. Confirmatory factor analysis was conducted to examine the reliability and validity of the measurement model, and the structural equation modeling technique was used to test the research model. **Christopher J. Parker(07 June 2019)** The purpose of this paper is to establish the influence of shopping motivations on Chinese fashion retail engagement relative to demographics, monthly spend on fashion items and high street/electronic commerce preference. This is to determine how international fashion retailers should design more effective retail channels, expanding upon established theory in Hedonic and utilitarian motivations. **Jesse W.J. Weltevreden(02 November 2006)** This paper explores the impact of e-shopping on shopping at city centres in the Netherlands for 25 retail categories, using a sample

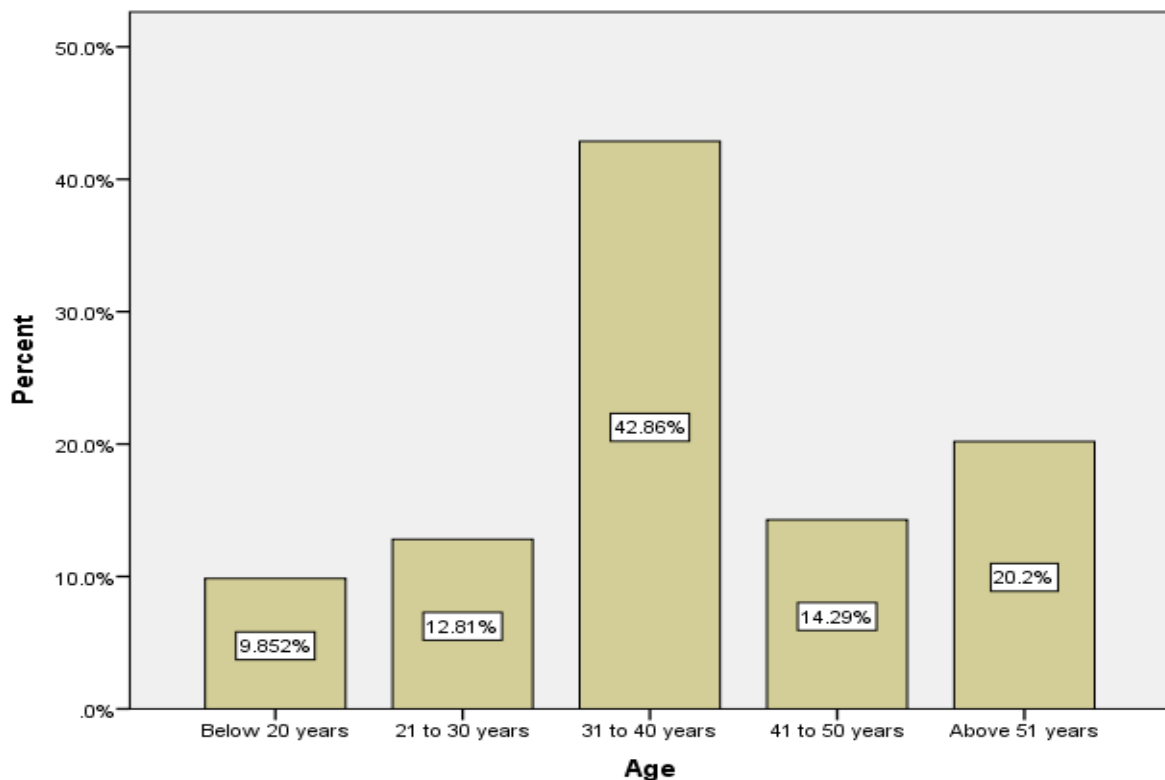
of 3200 Internet users. Results indicate that in the short run, e-shopping is unlikely to have a significant effect on purchases at city centre stores. In the long run, however, e-shopping may well substitute for going to actual stores. **Tahir Albayrak(04 February 2016)** This paper reports the results of a study using data derived from 643 respondents at Antalya. The determinants of shopping value are found to be tangibles, staff and product, of which staff was the most important, but also the least satisfactory. Additionally shopping value was found to comprise three sub-dimensions: the hedonic-enjoy, hedonic-escapism and utilitarian. **Heleen Buldeo Rai(21 April 2021)** The majority of research articles focus on the environmental impact of purchasing a single item or a basket of items, in which in-store purchases are substituted by purchases online. Such studies conclude in favor of e-commerce. The balance shifts when taking changes in behavior and geography into consideration. While behavioral reflections are on the rise, hardly any empirical

work takes the spatial organization of businesses and consumers into account.

III. METHODOLOGY :

The present study is based on primary data collection by the researcher and the secondary data from books, journals and online sources. I have done empirical research with convenient sampling and the sample size is 200. The respondents between the age group of 21 to 51 have been collected and even above the age of 51 is also collected, the sample collected through field visit and online around tamilnadu. The statistical tool which I have used is simple bar chart, clustered bar chart and pie chart. The independent variables that I have used are Age, Gender, Occupation, Marital status and Residence. The dependent variable is the online shopping consumer behavior impacts on high street shops.

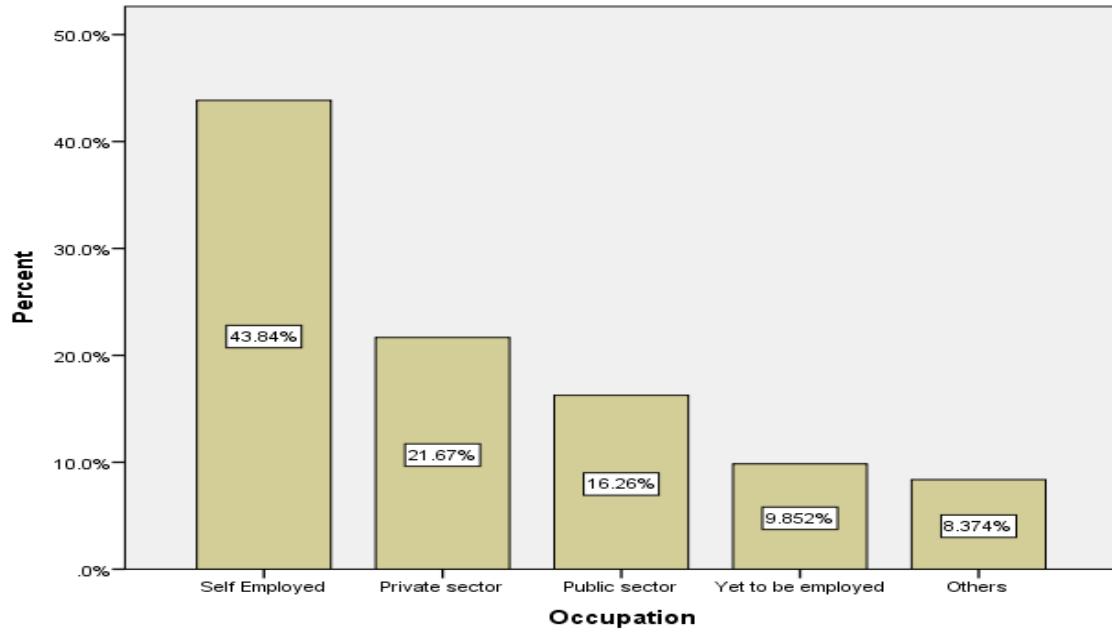
IV. ANALYSIS : FIGURE-1



LEGEND :

Figure 1 shows the respondents for Age. In this graph the age group between 31 to 40 years has responded more.

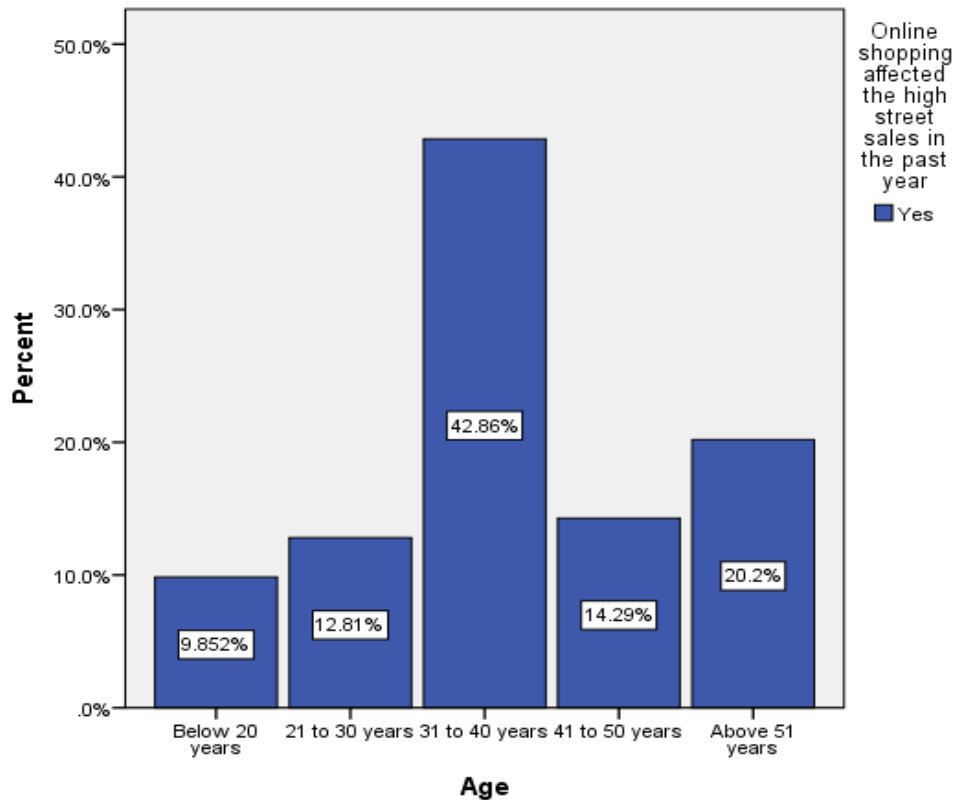
FIGURE-2



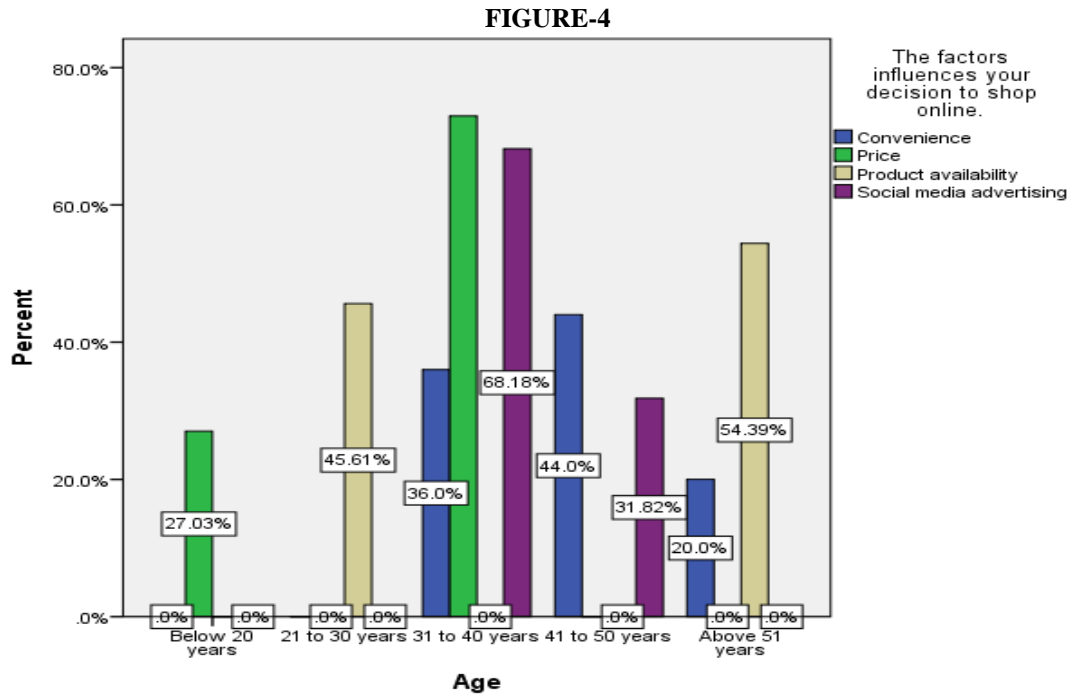
LEGEND :

Figure 2 shows the respondents for occupation. In this graph the Self-employed people have responded more.

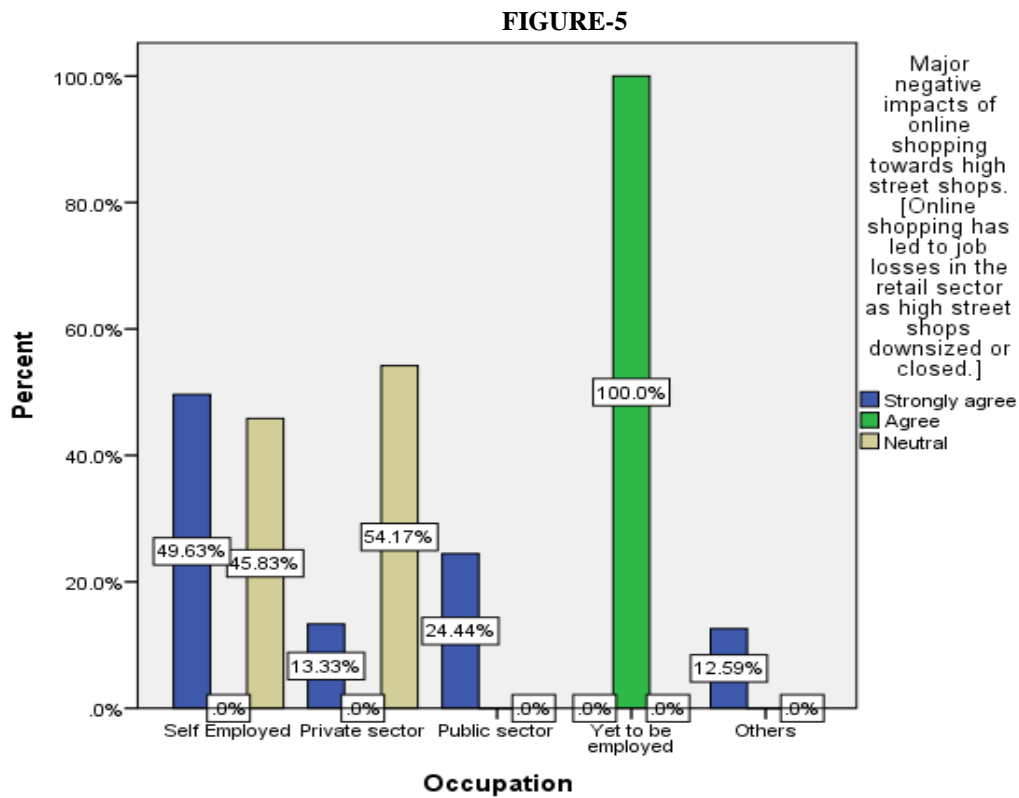
FIGURE-3



LEGEND : Figure 3 shows the respondents for the question “Online shopping affected the high street sales in the past year”. On the basis of Age.

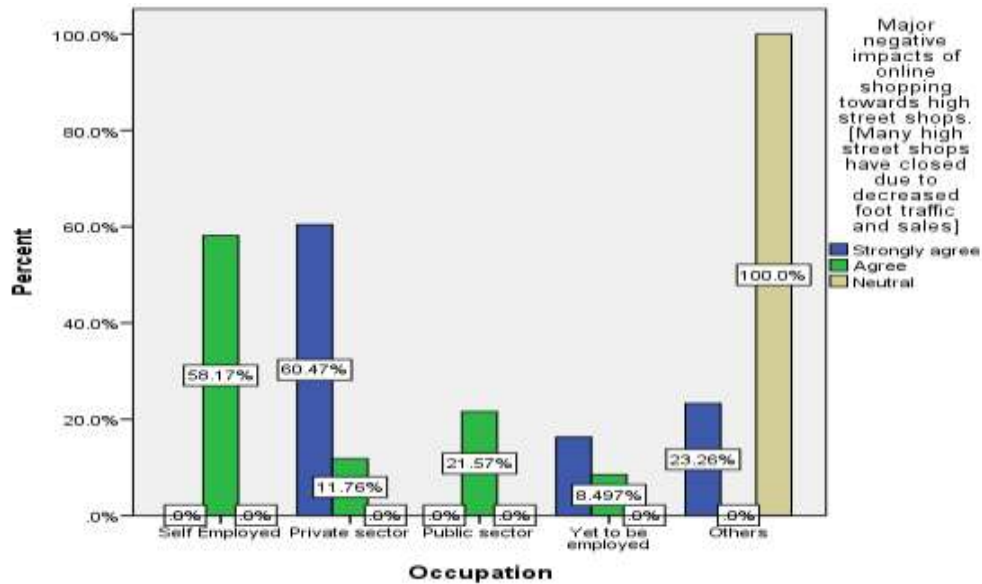


LEGEND :Figure 4 shows the respondents for the question “The factors influencing your decision to shop online”. On the basis of Age.



LEGEND :Figure 5 shows the respondents for the question “Major negative impacts of online shopping towards high street shops. [Online shopping has led to job losses in the retail sector as high street shops downsized or closed.]”. On the basis of Occupation.

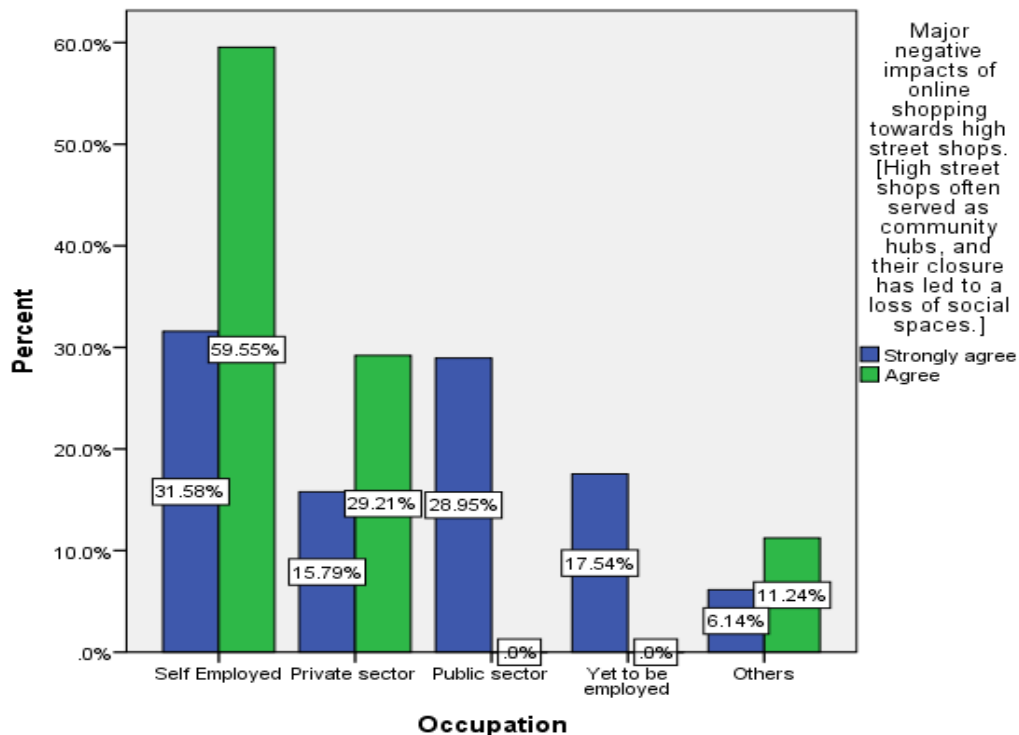
FIGURE-6



LEGEND :

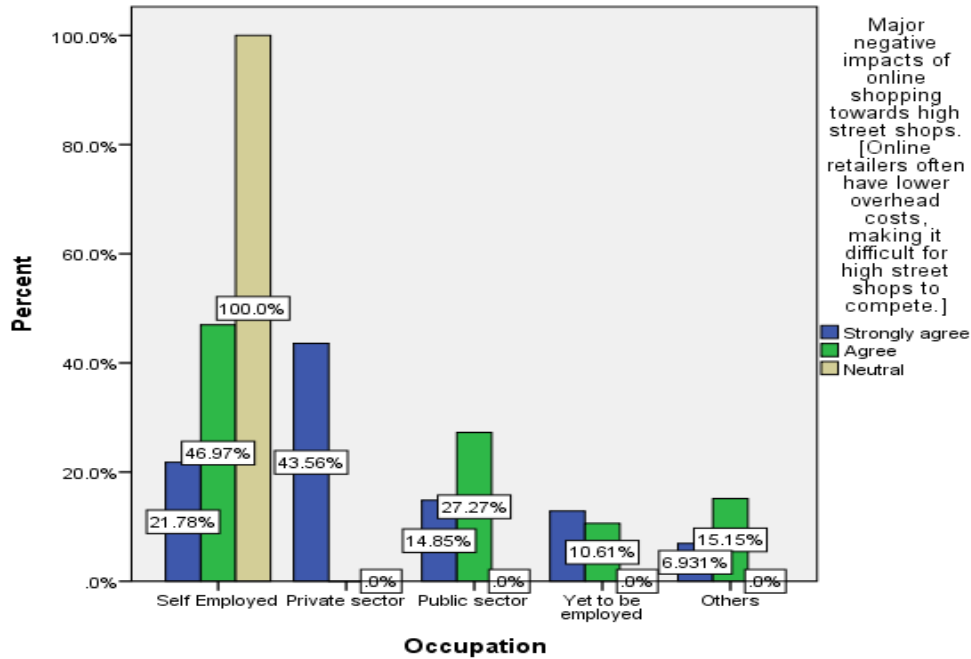
Figure 6 shows the respondents for the question “Major negative impacts of online shopping towards high street shops. [Many high street shops have closed due to decreased foot traffic and sales]”. On the basis of Occupation.

FIGURE-7



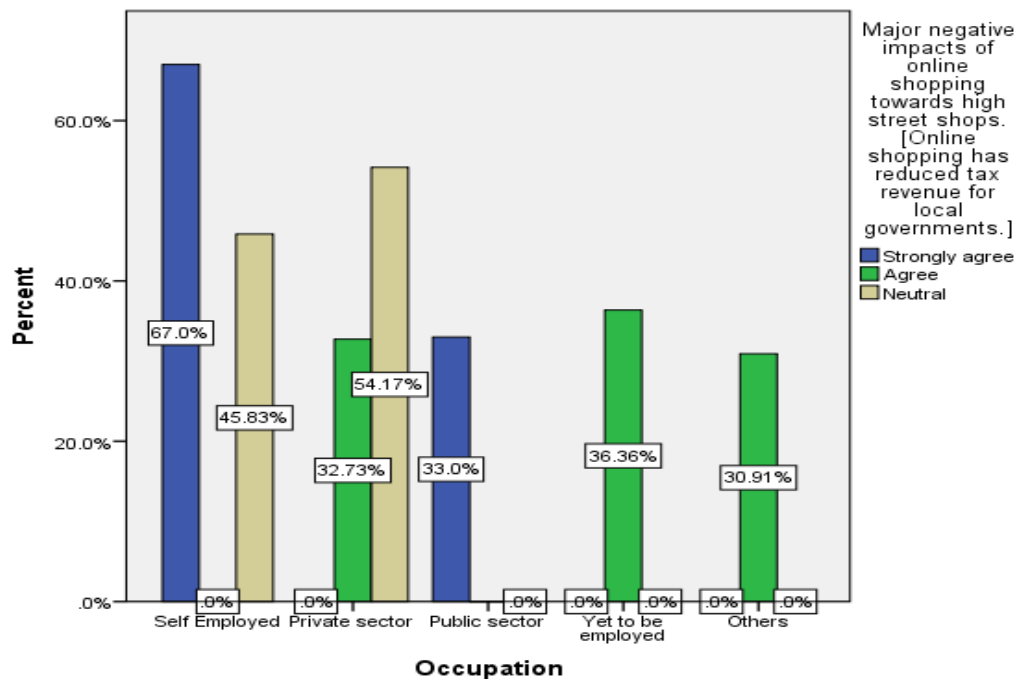
LEGEND : Figure 7 shows the respondents for the question “Major negative impacts of online shopping towards high street shops. [High street shops often served as community hubs, and their closure has led to a loss of social spaces.]”. On the basis of Occupation.

FIGURE-8

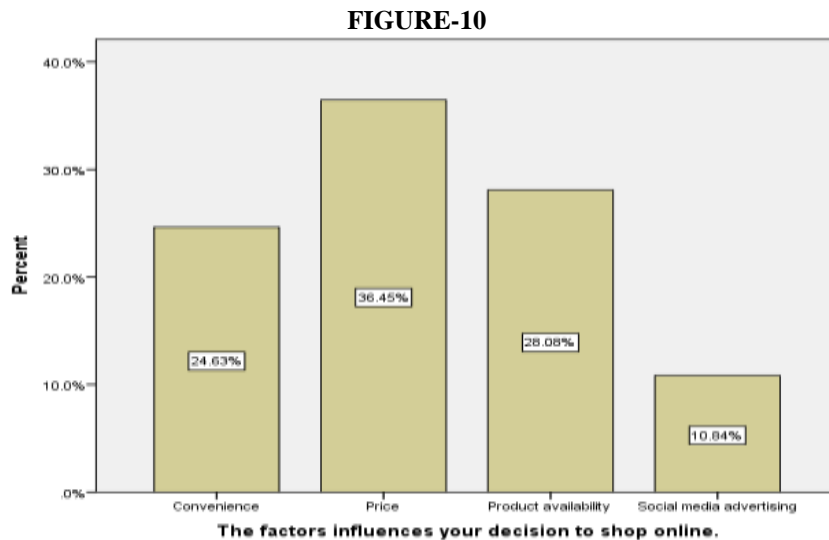


LEGEND : Figure 8 shows the respondents for the question “Major negative impacts of online shopping towards high street shops. [Online retailers often have lower overhead costs, making it difficult for high street shops to compete.]”. On the basis of Occupation.

FIGURE-9



LEGEND :Figure 9 shows the respondents for the question “Major negative impacts of online shopping towards high street shops. [Online shopping has reduced tax revenue for local governments.]”. On the basis of Occupation.



LEGEND :Figure 10 shows the respondents for the question “The factors influences your decision to shop online”.

V. RESULT :

(Figure.1) The simple bar chart represents the overall preference for the age groups. The highest number of respondents belonging to the age group of 31 to 40 years with the percentage of 42.86% have shown higher preference towards online shopping consumer behavior impacts on high street shops.

(Figure.2) The simple bar chart represents the overall preference for the occupation. The highest number of respondents belonging to the category self-employed with the percentage of 43.84% have responded to the topic on online shopping consumer behavior impacts on high street shops.

(Figure.3) The higher number of respondents is from the age group 31 to 40 years. The maximum number of answers is “Yes” with a percentage of 42.86%.

(Figure.4) The higher number of respondents is from the 31 to 40 years, The maximum number of answers is “Price” with the percentage of 68.50%.

(Figure.5) The higher number of respondents is from the category of Yet to be employed. The maximum number of answers is “Agree” with a percentage of 100.0%.

(Figure.6) The higher number of respondents is from the category Others. The maximum number of votes is for “Neutral” with a percentage of 100.0%.

(Figure.7) The higher number of respondents is from the Category of Self Employed. The maximum number of answers is “Agree” with a percentage of 59.55%.

(Figure.8) The higher number of respondents from the category of Self Employed. The maximum number of votes is for “Neutral” with the percentage of 100.0%.

(Figure.9) The higher number of respondents from the category of Self Employed. The maximum number of votes is for “Strongly agree” with the percentage of 67.0%

(Figure.10) The higher number of the maximum number of votes is for “Price” with the percentage of 36.45%.

VI. DISCUSSION :

(Figure.1) The simple bar chart represents the overall preference for the age groups. The highest number of respondents belonging to the age group of 31 to 40 years with the percentage of 42.86% have shown higher preference towards online shopping consumer behavior impacts on high street shops. **(Figure.2)** The simple bar chart represents the overall preference for the occupation. The highest number of respondents belonging to the category self-employed with the percentage of 43.84% have responded to the topic on online shopping consumer behavior impacts on high street shops. **(Figure.3)** The higher number of respondents is from the age group 31 to 40 years. The maximum number of answers is “Yes” with a percentage of 42.86%. So people say that online shopping affected the high street sales in the past year. **(Figure.4)** The higher number of respondents is from the 31 to 40 years, The maximum number of answers is “Price” with the percentage of 68.50%. So people say that the online price is low compared to high street shop’s price. **(Figure.5)**

The higher number of respondents is from the category of Yet to be employed. The maximum number of answers is "Agree" with a percentage of 100.0%. People agree that the Online shopping has led to job losses in the retail sector as high street shops downsized or closed. **(Figure.6)** The higher number of respondents is from the category Others. The maximum number of votes is for "Neutral" with a percentage of 100.0%. The people say that not all the high street shops are closed, only a few are closed due to online shopping. **(Figure.7)** The higher number of respondents is from the Category of Self Employed. The maximum number of answers is "Agree" with a percentage of 59.55%. So the people agree that High street shops often served as community hubs, and their closure has led to a loss of social spaces. **(Figure.8)** The higher number of respondents from the category of Self Employed. The maximum number of votes is for "Neutral" with the percentage of 100.0%. So the people say that in online and high street shops the cost of the product might be higher and lower. **(Figure.9)** The higher number of respondents from the category of Self Employed. The maximum number of votes is for "Strongly agree" with the percentage of 67.0%. Most of the strongly agreed that Online shopping has reduced tax revenue for local governments. **(Figure.10)** The higher number of the maximum number of votes is for "Price" with the percentage of 36.45%. The maximum number of people say that the price is the major factor influencing consumer to purchase online.

VII. LIMITATIONS :

One of the major limitations of the study in the sample frame. There is a major constraint in the sample frame as it is limited to a small area. Thus, it proves to be difficult to extrapolate it to a larger population. Another limitation is the sample size of 200 which cannot be used to assume the thinking of the entire population in a particular country, state, or city. The physical factors have a larger impact, thus, limiting the study.

VIII. SUGGESTIONS :

Based on analysis I have some suggestions for the topic on online shopping consumer behavior impacts on high street shops, the uneducated people not aware about the online shopping consumer behavior impacts on high street shops, so the government has to take more initiative and they have to educate the people who is not aware about it, younger generation is also not aware about the online shopping consumer behavior impacts on high street shops. So I suggest that the government initiate some awareness camps

and classes about the impacts of online shopping consumer behavior on high street shops through mass media and social media platforms where many people can get some awareness about the impacts of online shopping consumer behavior on high street shops.

IX. CONCLUSION :

In conclusion, this study has explored the impact of online shopping on high street shops in Tamil Nadu, with a focus on the factors influencing consumer behavior and the negative impacts of online shopping on physical stores. The study's findings suggest that online shopping is having a significant impact on high street shops in Tamil Nadu, and that urgent action is needed to address this issue. The government and retailers must work together to create awareness about the impacts of online shopping on high street shops and to develop strategies to support physical stores. This may include initiatives such as education and awareness programs, support for small businesses, and investments in digital infrastructure. The study's limitations highlight the need for further research on this topic, including a larger sample size and a more diverse population. However, the study's findings provide valuable insights into the impact of online shopping on high street shops in Tamil Nadu, and suggest that urgent action is needed to support physical stores in the face of digital disruption. Overall, this study contributes to our understanding of the impact of online shopping on high street shops and highlights the need for urgent action to support physical stores in the face of digital disruption. The findings of this study have important implications for retailers, policymakers, and consumers, and suggest that we must work together to create a more sustainable and equitable retail landscape.

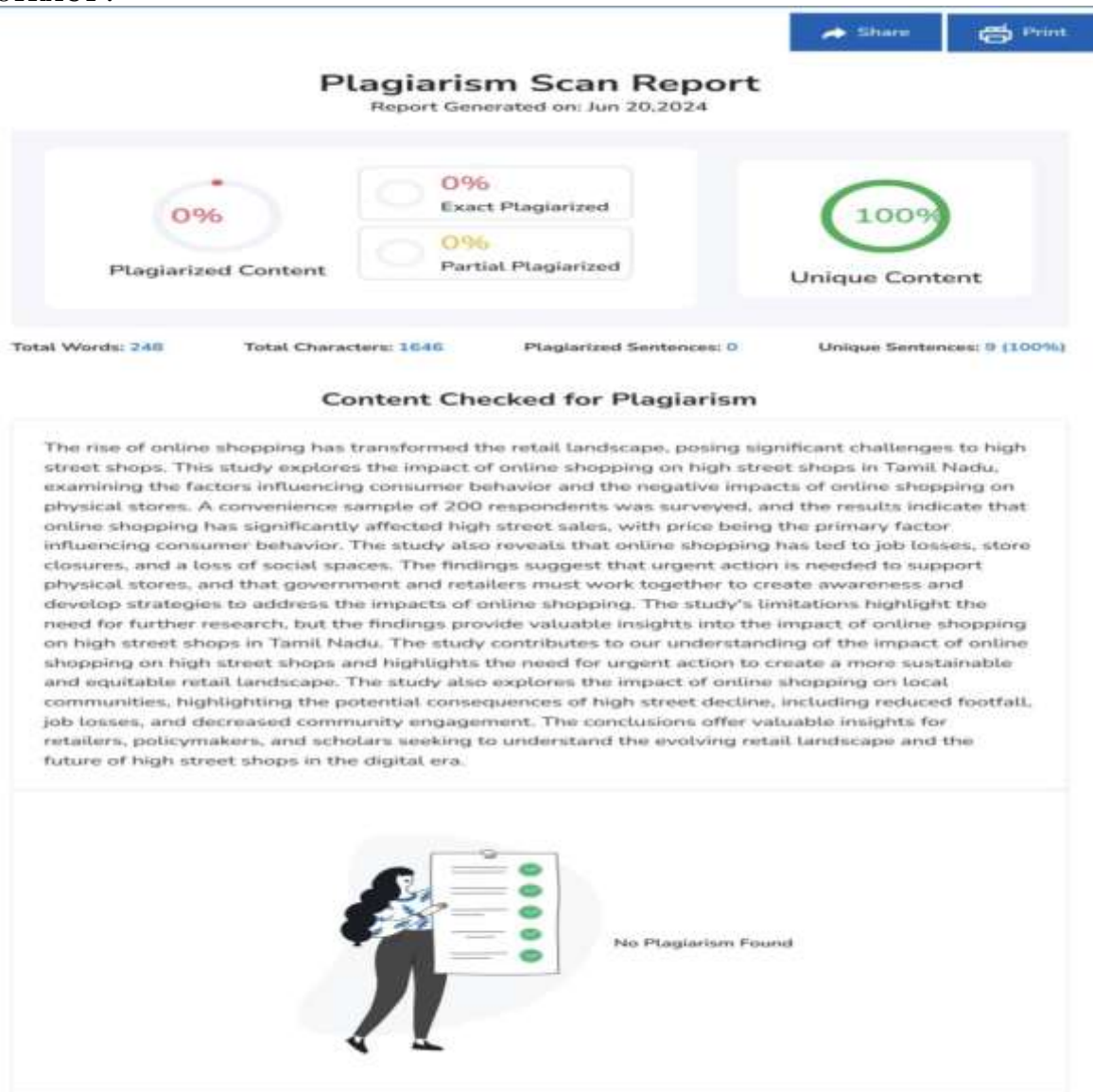
REFERENCE :

- [1]. Anupam Nanda, How would the COVID-19 pandemic reshape retail real estate and high streets through acceleration of E-commerce and digitalization?, Journal of Urban Management, Volume 10, Issue 2, 2021, Pages 110-124, ISSN 2226-5856, <https://doi.org/10.1016/j.jum.2021.04.001>.
- [2]. Doherty, N.F. and Ellis- Chadwick, F. (2010), "Internet retailing: the past, the present and the future", International Journal of Retail & Distribution Management, Vol. 38 No. 11/12, pp. 943-965.

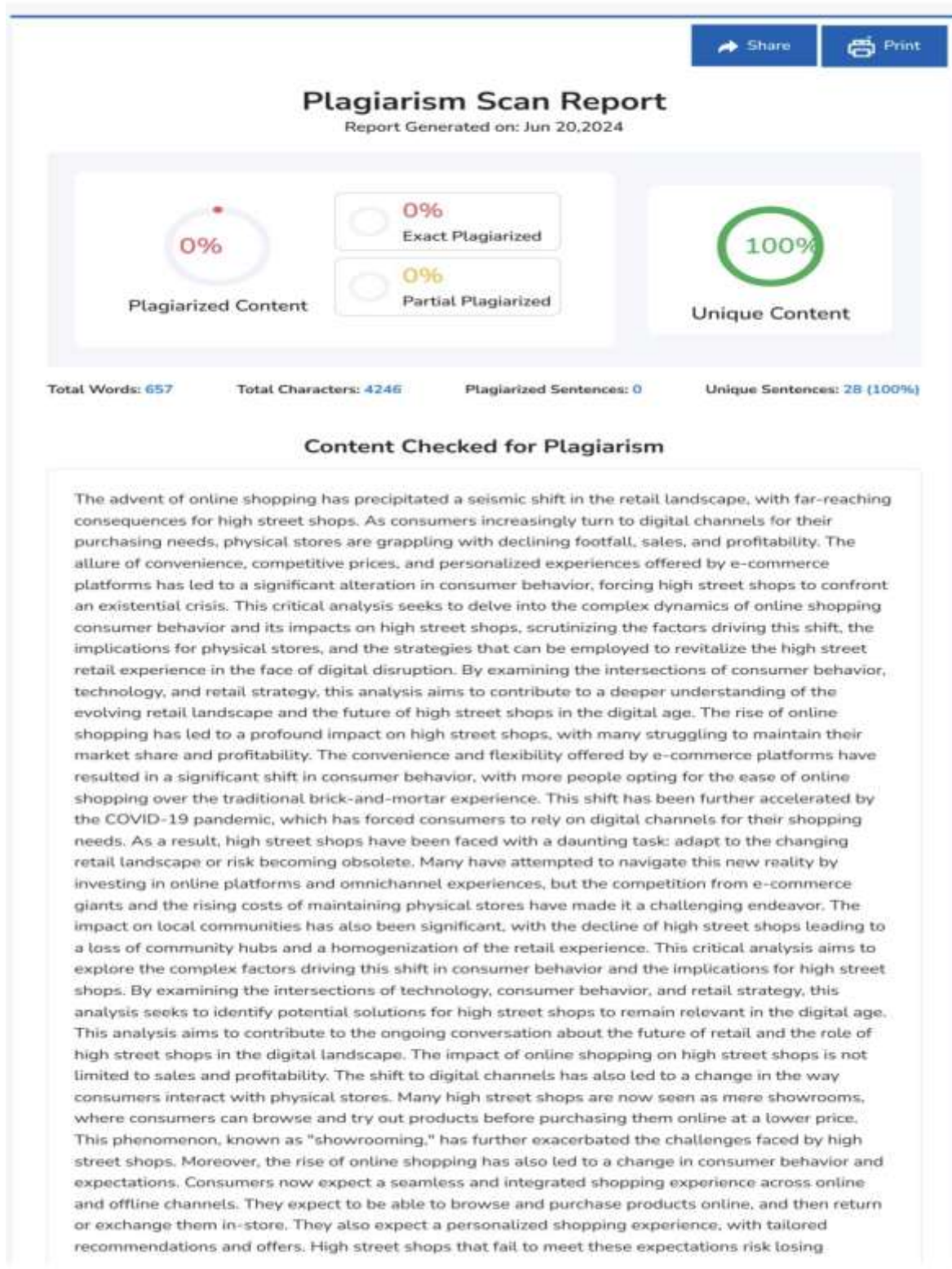
- <https://doi.org/10.1108/0959055101108600>
- [3]. Weltevreden, J. W. J., & Atzema, O. A. L. C. (2006). Cyberspace Meets High Street: Adoption of Click-and-Mortar Strategies by Retail Outlets in City Centers. *Urban Geography*, 27(7), 628–650. <https://doi.org/10.2747/0272-3638.27.7.628>.
- [4]. Laing, A., Royle, J. Bookselling Online: An Examination of Consumer Behaviour Patterns. *Pub Res Q* 29, 110–127 (2013). <https://doi.org/10.1007/s12109-013-9318-3>.
- [5]. Xiaoyu Xu, The impact of informational incentives and social influence on consumer behavior during Alibaba's online shopping carnival, *Computers in Human Behavior*, Volume 76, 2017, Pages 245-254, ISSN 0747-5632, <https://doi.org/10.1016/j.chb.2017.07.018>.
- [6]. Hubbard, P. (2017). The 'Death' of the High Street. In: *The Battle for the High Street*. Palgrave Macmillan, London. https://doi.org/10.1057/978-1-137-52153-8_2.
- [7]. Koufaris, M., Kambil, A., & Labarbera, P. A. (2001). Consumer Behavior in Web-Based Commerce: An Empirical Study. *International Journal of Electronic Commerce*, 6(2), 115–138. <https://doi.org/10.1080/10864415.2001.11044233>.
- [8]. Torrens, P.M. Agent models of customer journeys on retail high streets. *J Econ Interact Coord* 18, 87–128 (2023). <https://doi.org/10.1007/s11403-022-00350-z>.
- [9]. Nash, J. (2019), "Exploring how social media platforms influence fashion consumer decisions in the UK retail sector", *Journal of Fashion Marketing and Management*, Vol. 23 No. 1, pp. 82-103. <https://doi.org/10.1108/JFMM-01-2018-0012>
- [10]. Shen, L., He, Y., Li, Lh. et al. Impacts of online shopping convenience and physical retail proximity on housing prices in Shenzhen, 2016–2018. *J Hous and the Built Environ* 35, 1157–1176 (2020). <https://doi.org/10.1007/s10901-020-09732-w>.
- [11]. Rebecca Jen-Hui Wang, On the Go: How Mobile Shopping Affects Customer Purchase Behavior, *Journal of Retailing*, Volume 91, Issue 2, 2015, Pages 217-234, ISSN 0022-4359, <https://doi.org/10.1016/j.jretai.2015.01.002>.
- [12]. Terry L. Childers, Hedonic and utilitarian motivations for online retail shopping behavior, *Journal of Retailing*, Volume 77, Issue 4, 2001, Pages 511-535, ISSN 0022-4359, [https://doi.org/10.1016/S0022-4359\(01\)00056-2](https://doi.org/10.1016/S0022-4359(01)00056-2).
- [13]. Sedy Farag, Shopping online and/or in-store? A structural equation model of the relationships between e-shopping and in-store shopping, *Transportation Research Part A: Policy and Practice*, Volume 41, Issue 2, 2007, Pages 125-141, ISSN 0965-8564, <https://doi.org/10.1016/j.tra.2006.02.003>.
- [14]. Nikolaos Pappas, Marketing strategies, perceived risks, and consumer trust in online buying behavior, *Journal of Retailing and Consumer Services*, Volume 29, 2016, Pages 92-103, ISSN 0969-6989, <https://doi.org/10.1016/j.jretconser.2015.11.007>.
- [15]. Becker, J., Betzing, J.H., von Hoffen, M., Niemann, M. (2019). A Tale of Two Cities: How High Streets Can Prevail in the Digital Age. In: Riemer, K., Schellhammer, S., Meinert, M. (eds) *Collaboration in the Digital Age*. Progress in IS. Springer, Cham. https://doi.org/10.1007/978-3-319-94487-6_14.
- [16]. Lee, G. and Lin, H. (2005), "Customer perceptions of e- service quality in online shopping", *International Journal of Retail & Distribution Management*, Vol. 33 No. 2, pp. 161-176. <https://doi.org/10.1108/09590550510581485>
- [17]. Parker, C.J. and Wenyu, L. (2019), "What influences Chinese fashion retail? Shopping motivations, demographics and spending", *Journal of Fashion Marketing and Management*, Vol. 23 No. 2, pp. 158-175. <https://doi.org/10.1108/JFMM-09-2017-0093>
- [18]. Jesse W.J. Weltevreden, Substitution or complementarity? How the Internet changes city center shopping, *Journal of Retailing and Consumer Services*, Volume 14, Issue 3, 2007, Pages 192-207, ISSN 0969-6989, <https://doi.org/10.1016/j.jretconser.2006.09.001>.

- [19]. Tahir Albayrak, Tourist shopping: The relationships among shopping attributes, shopping value, and behavioral intention, *Tourism Management Perspectives*, Volume 18, 2016, Pages 98-106, ISSN 2211-9736, <https://doi.org/10.1016/j.tmp.2016.01.007>.
- [20]. Heleen Buldeo Rai, The net environmental impact of online shopping, beyond the substitution bias, *Journal of Transport Geography*, Volume 93, 2021, 103058, ISSN 0966-6923, <https://doi.org/10.1016/j.jtrangeo.2021.103058>.

PLAGIARISM REPORT :
ABSTRACT :



INTRODUCTION :



CONCLUSION :



Plagiarism Scan Report

Report Generated on: Jun 20,2024



Content Checked for Plagiarism

In conclusion, this study has explored the impact of online shopping on high street shops in Tamil Nadu, with a focus on the factors influencing consumer behavior and the negative impacts of online shopping on physical stores. The study's findings suggest that online shopping is having a significant impact on high street shops in Tamil Nadu, and that urgent action is needed to address this issue. The government and retailers must work together to create awareness about the impacts of online shopping on high street shops and to develop strategies to support physical stores. This may include initiatives such as education and awareness programs, support for small businesses, and investments in digital infrastructure. The study's limitations highlight the need for further research on this topic, including a larger sample size and a more diverse population. However, the study's findings provide valuable insights into the impact of online shopping on high street shops in Tamil Nadu, and suggest that urgent action is needed to support physical stores in the face of digital disruption. Overall, this study contributes to our understanding of the impact of online shopping on high street shops and highlights the need for urgent action to support physical stores in the face of digital disruption. The findings of this study have important implications for retailers, policymakers, and consumers, and suggest that we must work together to create a more sustainable and equitable retail landscape.



No Plagiarism Found